

StoryTap Overview

Authentic Organic Video Content
“Voice of Customer”
Powered by AI

Social media speaks one language: **vertical video**.

Every platform. Every algorithm. Every audience. It's video-first, vertical-only.

**We binge-watch video everywhere
— phones, laptops, even TVs.**

And we don't just watch — we swipe, tap, share, and
trust what feels real.

Is your brand bingeable?

Introducing StoryTap

StoryTap turns your community into your most powerful video storytellers. Effortless. Authentic. Scalable. AI-powered video that audiences trust.



Social Videos

Empower your customers or members to tell their story about your brand.



Testimonials

Easily collect testimonials from customers on video, in their own words.



Expert POV

Collect video stories that explain your services and leave a lasting impression.



Video Feedback

Capture authentic reactions to build trust and spark meaningful engagement.



How-To-Videos

Showcase your products in action to help build confidence with your shoppers.

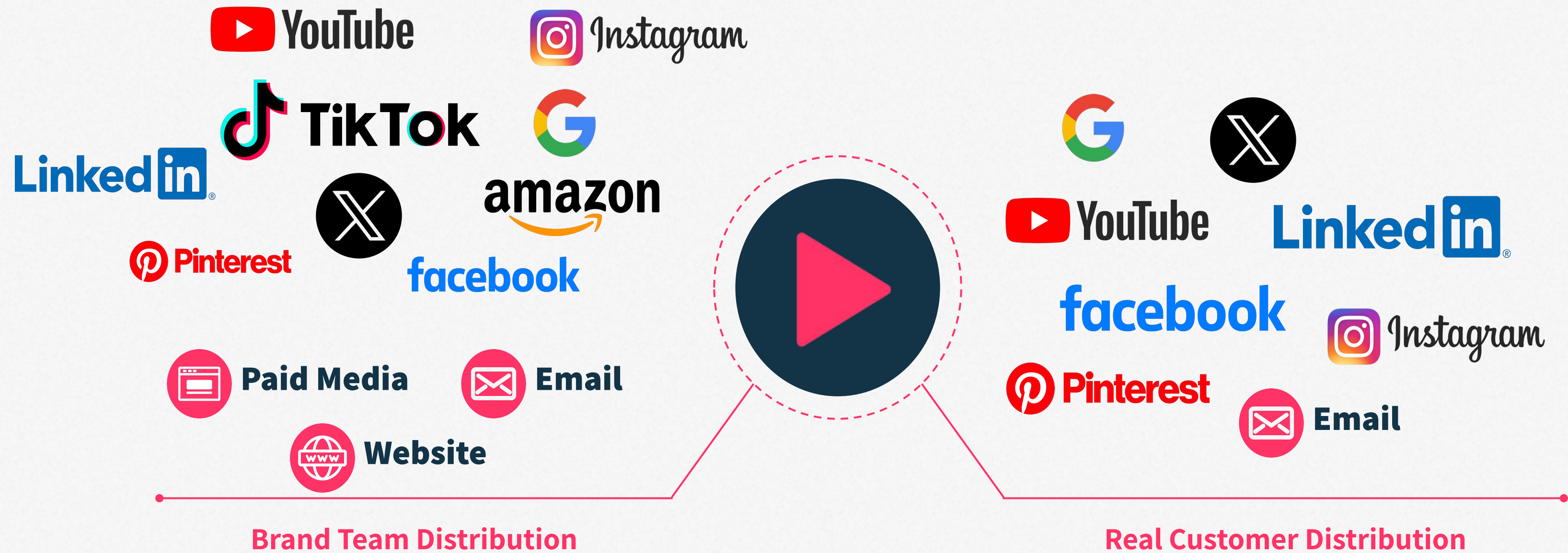


And Many More...

No matter what your brand does, there are so many unique stories that you can collect!

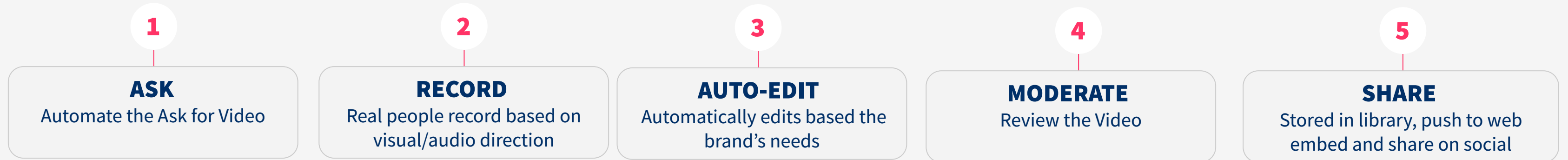


Approved Video Content *that Travels*



How StoryTap Works

White-Labeled Experience



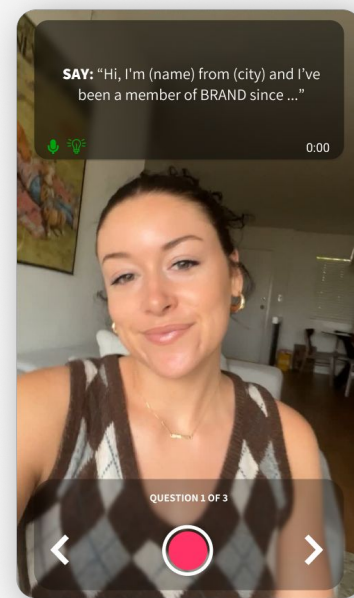
How a brand asks for video is critical.

Custom Video Ask via:

- Email,
- QR code
- Social
- Existing Text Platform

Automated From

- CRM
- Survey
- eCommerce
- Any digital system



Built with AI in seconds. Unlimited storyline directions. Any language.

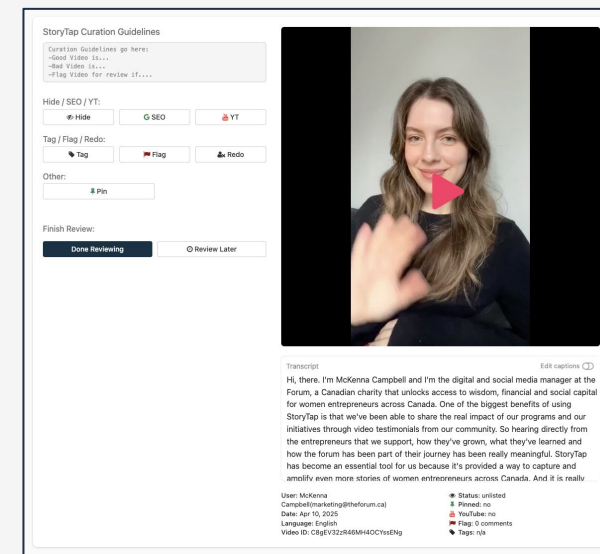
Every creator signs a video release for life — your brand owns it all, forever.



Every video you get from StoryTap is ready to roll — fully edited, transitions added, logos and even a postroll.

You'll also receive the raw files, plus a custom landing page for each video.

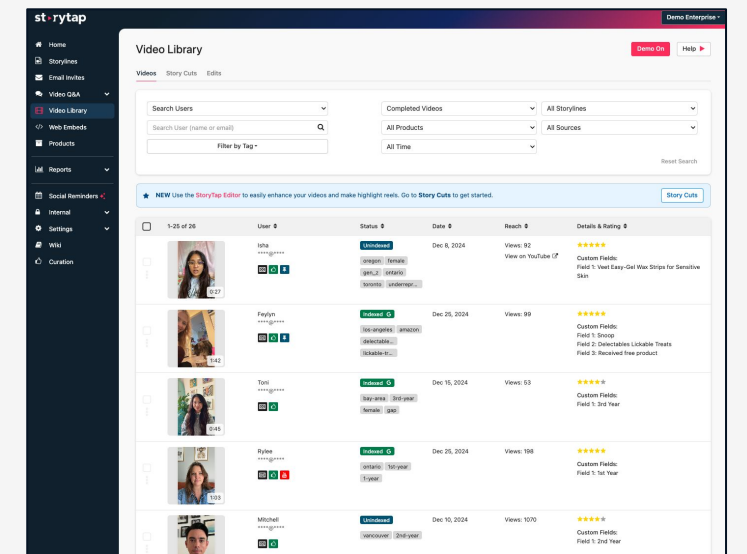
If you request b-roll, it'll be delivered separately so you can use it however you need.



Moderated by AI + Human. Custom moderation guidelines

Approved videos are indexed for SEO with their own landing page and CTA

And can auto populate YouTube.



Robust Video CMS + Data

Includes Video Editor or push edits to CapCuts, Canva or Download for Adobe

StoryTap's Plug n' Play Overview

Automated Video Production

- Eliminate manual video production
- AI-powered workflows collect and produce videos - on autopilot
- Save time, reduce costs, and streamline operations

Direct Video Stories at Scale

- Lightly directed (audio + visual direction, seamlessly guided)
- Endless story options, captured simultaneously in real-time
- Vertisatile storytelling: customer opinions, lived experiences — all in vertical video

Own Videos

- Owned video content — in perpetuity.
- Deploy across web, social, in-store, email & more
- Boost engagement, trust, and conversion across every channel

Let's go!

bernadette@storytap.com